

IN THE CLAIMS:

Please amend the claims as follows:

1. (Currently Amended) A sales promotion controlling system based on direct mail issued using online communicating means corresponding to an Internet technology, comprising:

a browsing determining device for determining whether or not issued direct mail was browsed through a direct mail open acknowledge request option; and

a sales promotion controlling device for automatically controlling sales promotion activities for commodities advertised in the direct mail based on the determined result, wherein

~~the sales promotion controlling device obtains a customer number, a commodity code, and a transaction date from a POS register terminal device,~~

~~the sales promotion controlling device references bargain information stored in a transaction information managing unit with a key of the obtained commodity code and determines whether or not commodities corresponding to the commodity code are promotion (bargain) commodities,~~

~~when the sales promotion controlling device has determined that the commodities corresponding to the obtained commodity code are not the promotion commodities, the sales promotion controlling device sets the sales price to the regular price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~when the sales promotion controlling device has determined that the commodities corresponding to the obtained commodity code are promotion~~

~~commodities, the sales promotion controlling device inquires a customer master managing unit of a FSP server device with a key of the obtained customer number and determines whether the customer corresponding to the customer number is a direct mail recipient,~~

~~when the sales promotion controlling device has determined that the customer corresponding to the customer code is not a direct mail recipient, the sales promotion controlling device sets the sales price to the regular promotion sales price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~when the sales promotion controlling device has determined that the customer corresponding to the customer number is a direct mail recipient, the POS server device inquires a direct mail open information managing unit of the FSP server device with a key of the obtained customer number and determines whether or not the customer corresponding to the customer number is a direct mail recipient who browsed the direct mail,~~

~~when the sales promotion controlling device has determined that the customer corresponding to the customer number is not a direct mail browser, the sales promotion controlling device sets the sales price to a direct mail recipient non-browser price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~when the sales promotion controlling device receives a reply that is automatically generated by the system once the customer browses the customer direct mail, and determines that the customer corresponding to the customer number is a direct mail~~

~~browser, the sales promotion controlling device sets the sales price to a direct mail recipient browser price, stores it as transaction information, and causes the POS register terminal device to output a receipt~~

a special benefit is offered only to a customer who collected the direct mail, and wherein it is determined that the direct mail was collected only when the customer had opened the direct mail and purchased commodities advertised therein during a designated period.

2. (Original) The system as set forth in claim 1,

wherein said sales promotion controlling device is a server device for use with a point-of-sales (POS) information managing system or an online shopping system and controls an assignment state of a benefit to a commodity purchasing activity by a recipient of the direct mail on the POS information managing system or the online shopping system based on the determined result of said browsing determining device.

3. (Original) The system as set forth in claim 1,

wherein said sales promotion controlling device is a sever device for use with a point-of-sales (POS) information managing system or an online shopping system and analyzes an effect of the issuance of the direct mail based on the determined result of said browsing determining device and a transaction history of commodities on the POS information managing system or the online shopping system.

4. (Original) The system as set forth in claim 1,

wherein said sales promotion controlling device controls the issuance state of the direct mail based on the determined result of said browsing determining device.

5. (Original) The system as set forth in claim 1,
wherein the direct mail is issued as electronic mail with a direct mail open
acknowledge message request option, and
wherein said browsing determining device determines whether or not the issued
direct mail was browsed based on the direct mail open acknowledge message returned
from a recipient of the electronic mail.

6. (Original) The system as set forth in claim 1,
wherein the direct mail is issued using a sale promotion homepage, and
wherein said browsing determining device determines whether or not the issued
direct mail was browsed based on a returned result of a form provided on the sales
promotion homepage returned by a customer who browsed the sales promotion
homepage.

7-8. (Canceled)

9. (Currently Amended) A processing apparatus for processing a service
corresponding to direct mail issued using online communicating means based on an
Internet technology, comprising:

a first storing unit storing information about a customer to whom direct mail
describing sales promotion information was transmitted;

a second storing unit storing information representing whether or not the
customer to whom direct mail was transmitted browsed the direct mail;

an identifying unit identifying the customer who uses the service;

a determining unit determining whether or not the direct mail was transmitted to
the customer with reference to said first storing unit and determining whether or not the

customer browsed the direct mail through a direct mail open acknowledge request option, with reference to said second storing unit when the customer is identified by said identifying unit;

a processing unit automatically providing different services depending on whether the direct mail was not transmitted to the customer, the customer did not browse the direct mail, or the customer browsed the direct mail corresponding to the determined result; and

a sales promotion controlling device for automatically controlling sales promotion activities for commodities advertised in the direct mail based on the determined result, wherein

~~the sales promotion controlling device obtains a customer number, a commodity code, and a transaction date from a POS register terminal device,~~

~~the sales promotion controlling device references bargain information stored in a transaction information managing unit with a key of the obtained commodity code and determines whether or not commodities corresponding to the commodity code are promotion (bargain) commodities,~~

~~when the sales promotion controlling device has determined that the commodities corresponding to the obtained commodity code are not the promotion commodities, the sales promotion controlling device sets the sales price to the regular price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~when the sales promotion controlling device has determined that the commodities corresponding to the obtained commodity code are promotion~~

~~commodities, the sales promotion controlling device inquires a customer master managing unit of a FSP server device with a key of the obtained customer number and determines whether the customer corresponding to the customer number is a direct mail recipient,~~

~~when the sales promotion controlling device has determined that the customer corresponding to the customer code is not a direct mail recipient, the sales promotion controlling device sets the sales price to the regular promotion sales price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~when the sales promotion controlling device has determined that the customer corresponding to the customer number is a direct mail recipient, the POS server device inquires a direct mail open information managing unit of the FSP server device with a key of the obtained customer number and determines whether or not the customer corresponding to the customer number is a direct mail recipient who browsed the direct mail,~~

~~when the sales promotion controlling device has determined that the customer corresponding to the customer number is not a direct mail browser, the sales promotion controlling device sets the sales price to a direct mail recipient non-browser price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~when the sales promotion controlling device receives a reply that is automatically generated by the system once the customer browses the customer direct mail, and determines that the customer corresponding to the customer number is a direct mail~~

~~browser, the sales promotion controlling device sets the sales price to a direct mail recipient browser price, stores it as transaction information, and causes the POS register terminal device to output a receipt~~

a special benefit is offered only to a customer who collected the direct mail, and wherein it is determined that the direct mail was collected only when the customer had opened the direct mail and purchased commodities advertised therein during a designated period.

10. (Currently Amended) A processing apparatus for processing a service corresponding to direct mail issued using online communicating means based on an Internet technology, comprising:

a first storing unit storing information about direct mail transmitted to a customer;

a second storing unit storing information representing sales promotion in correspondence with commodity information;

a settling unit settling a transaction performed with the customer; and

a sales promotion controlling device for automatically controlling sales promotion activities for commodities advertised in the direct mail based on the determined result, wherein

~~said settling unit references said first storing unit, determines the transmission state of the direct mail to the customer, references said second storing unit, obtains a determined result as to whether or not the customer purchased commodities with respect to the sales promotion through a direct mail open acknowledge request option, and automatically provides a service to the customer based on the determined result, and wherein~~

~~the sales promotion controlling device obtains a customer number, a commodity code, and a transaction date from a POS register terminal device,~~

~~the sales promotion controlling device references bargain information stored in a transaction information managing unit with a key of the obtained commodity code and determines whether or not commodities corresponding to the commodity code are promotion bargain commodities,~~

~~when the sales promotion controlling device has determined that the commodities corresponding to the obtained commodity code are not the promotion commodities, the sales promotion controlling device sets the sales price to the regular price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~when the sales promotion controlling device has determined that the commodities corresponding to the obtained commodity code are promotion commodities, the sales promotion controlling device inquires a customer master managing unit of a FSP server device with a key of the obtained customer number and determines whether the customer corresponding to the customer number is a direct mail recipient,~~

~~when the sales promotion controlling device has determined that the customer corresponding to the customer code is not a direct mail recipient, the sales promotion controlling device sets the sales price to the regular promotion sales price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~when the sales promotion controlling device has determined that the customer corresponding to the customer number is a direct mail recipient, the POS server device inquires a direct mail open information managing unit of the FSP server device with a key of the obtained customer number and determines whether or not the customer corresponding to the customer number is a direct mail recipient who browsed the direct mail,~~

~~when the sales promotion controlling device has determined that the customer corresponding to the customer number is not a direct mail browser, the sales promotion controlling device sets the sales price to a direct mail recipient non-browser price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~when the sales promotion controlling device receives a reply that is automatically generated by the apparatus once the customer browses the customer direct mail, and determines that the customer corresponding to the customer number is a direct mail browser, the sales promotion controlling device sets the sales price to a direct mail recipient browser price, stores it as transaction information, and causes the POS register terminal device to output a receipt~~

a special benefit is offered only to a customer who collected the direct mail, and wherein it is determined that the direct mail was collected only when the customer had opened the direct mail and purchased commodities advertised therein during a designated period.

11. (Currently Amended) A sales promotion controlling method based on direct mail issued using online communicating means based on an Internet technology, comprising:

determining whether or not issued direct mail was browsed through a direct mail open acknowledge request option;

automatically controlling sales promotion activities for commodities advertised in the direct mail based on the determined result;

obtaining a customer number, a commodity code, and a transaction date from a POS register terminal device; and

referencing bargain information stored in a transaction information managing unit with a key of the obtained commodity code and determines whether or not commodities corresponding to the commodity code are promotion (bargain) commodities,

~~wherein when the commodities corresponding to the obtained commodity code are not the promotion commodities, a sales promotion controlling device sets the sales price to the regular price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~wherein when the commodities corresponding to the obtained commodity code are promotion commodities, the sales promotion controlling device inquires a customer master managing unit of a FSP server device with a key of the obtained customer number and determines whether the customer corresponding to the customer number is a direct mail recipient,~~

~~wherein when the customer corresponding to the customer code is not a direct mail recipient, the sales promotion controlling device sets the sales price to the regular~~

~~promotion sales price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~wherein when the customer corresponding to the customer number is a direct mail recipient, a POS server device inquires a direct mail open information managing unit of the FSP server device with a key of the obtained customer number and determines whether or not the customer corresponding to the customer number is a direct mail recipient who browsed the direct mail,~~

~~wherein when the customer corresponding to the customer number is not a direct mail browser, the sales promotion controlling device sets the sales price to a direct mail recipient non-browser price, stores it as transaction information, and causes the POS register terminal device to output a receipt, and~~

~~wherein when a reply that is automatically generated once the customer browses the customer direct mail is received, and when the customer corresponding to the customer number is a direct mail browser, the sales promotion controlling device sets the sales price to a direct mail recipient browser price, stores it as transaction information, and causes the POS register terminal device to output a receipt.~~

a special benefit is offered only to a customer who collected the direct mail, and wherein it is determined that the direct mail was collected only when the customer had opened the direct mail and purchased commodities advertised therein during a designated period.

12. (Currently Amended) A sales promotion controlling method based on direct mail issued using online communicating means based on an Internet technology, comprising:

determining whether or not issued direct mail was browsed through a direct mail open acknowledge request option;

automatically controlling an assignment state of a benefit to a commodity purchasing activity by a recipient of the direct mail on a POS information managing system or an online shopping system based on the determined result;

obtaining a customer number, a commodity code, and a transaction date from a POS register terminal device; and

referencing bargain information stored in a transaction information managing unit with a key of the obtained commodity code and determines whether or not commodities corresponding to the commodity code are promotion (bargain) commodities,

~~wherein when the commodities corresponding to the obtained commodity code are not the promotion commodities, a sales promotion controlling device sets the sales price to the regular price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~wherein when the commodities corresponding to the obtained commodity code are promotion commodities, the sales promotion controlling device inquires a customer master managing unit of a FSP server device with a key of the obtained customer number and determines whether the customer corresponding to the customer number is a direct mail recipient,~~

~~wherein when the customer corresponding to the customer code is not a direct mail recipient, the sales promotion controlling device sets the sales price to the regular promotion sales price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~wherein when the customer corresponding to the customer number is a direct mail recipient, a POS server device inquires a direct mail open information managing unit of the FSP server device with a key of the obtained customer number and determines whether or not the customer corresponding to the customer number is a direct mail recipient who browsed the direct mail,~~

~~wherein when the customer corresponding to the customer number is not a direct mail browser, the sales promotion controlling device sets the sales price to a direct mail recipient non-browser price, stores it as transaction information, and causes the POS register terminal device to output a receipt, and~~

~~wherein when a reply that is automatically generated once the customer browses the customer direct mail is received, and when the customer corresponding to the customer number is a direct mail browser, the sales promotion controlling device sets the sales price to a direct mail recipient browser price, stores it as transaction information, and causes the POS register terminal device to output a receipt.~~

a special benefit is offered only to a customer who collected the direct mail, and wherein it is determined that the direct mail was collected only when the customer had opened the direct mail and purchased commodities advertised therein during a designated period.

13. (Currently Amended) A sales promotion controlling method based on direct mail issued using online communicating means based on an Internet technology, comprising:

determining whether or not issued direct mail was browsed through a direct mail open acknowledge request option;

automatically analyzing an effect of the issuance of the direct mail based on the determined result and a transaction history of commodities on a POS information managing system or an online shopping system;

obtaining a customer number, a commodity code, and a transaction date from a POS register terminal device; and

referencing bargain information stored in a transaction information managing unit with a key of the obtained commodity code and determines whether or not commodities corresponding to the commodity code are promotion (bargain) commodities,

~~wherein when the commodities corresponding to the obtained commodity code are not the promotion commodities, a sales promotion controlling device sets the sales price to the regular price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~wherein when the commodities corresponding to the obtained commodity code are promotion commodities, the sales promotion controlling device inquires a customer master managing unit of a FSP server device with a key of the obtained customer number and determines whether the customer corresponding to the customer number is a direct mail recipient,~~

~~wherein when the customer corresponding to the customer code is not a direct mail recipient, the sales promotion controlling device sets the sales price to the regular promotion sales price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~wherein when the customer corresponding to the customer number is a direct mail recipient, a POS server device inquires a direct mail open information managing~~

~~unit of the FSP server device with a key of the obtained customer number and determines whether or not the customer corresponding to the customer number is a direct mail recipient who browsed the direct mail,~~

~~wherein when the customer corresponding to the customer number is not a direct mail browser, the sales promotion controlling device sets the sales price to a direct mail recipient non-browser price, stores it as transaction information, and causes the POS register terminal device to output a receipt, and~~

~~wherein when a reply that is automatically generated once the customer browses the customer direct mail is received, and when the customer corresponding to the customer number is a direct mail browser, the sales promotion controlling device sets the sales price to a direct mail recipient browser price, stores it as transaction information, and causes the POS register terminal device to output a receipt.~~

a special benefit is offered only to a customer who collected the direct mail, and wherein it is determined that the direct mail was collected only when the customer had opened the direct mail and purchased commodities advertised therein during a designated period.

14. (Currently Amended) A sales promotion controlling method based on direct mail issued using online communicating means based on an Internet technology, comprising:

determining whether or not issued direct mail was browsed through a direct mail open acknowledge request option;

automatically controlling an issuance state of the direct mail based on the determined result;

obtaining a customer number, a commodity code, and a transaction date from a POS register terminal device; and

referencing bargain information stored in a transaction information managing unit with a key of the obtained commodity code and determines whether or not commodities corresponding to the commodity code are promotion (bargain) commodities,

~~wherein when the commodities corresponding to the obtained commodity code are not the promotion commodities, a sales promotion controlling device sets the sales price to the regular price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~wherein when the commodities corresponding to the obtained commodity code are promotion commodities, the sales promotion controlling device inquires a customer master managing unit of a FSP server device with a key of the obtained customer number and determines whether the customer corresponding to the customer number is a direct mail recipient,~~

~~wherein when the customer corresponding to the customer code is not a direct mail recipient, the sales promotion controlling device sets the sales price to the regular promotion sales price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~wherein when the customer corresponding to the customer number is a direct mail recipient, a POS server device inquires a direct mail open information managing unit of the FSP server device with a key of the obtained customer number and determines whether or not the customer corresponding to the customer number is a direct mail recipient who browsed the direct mail,~~

~~wherein when the customer corresponding to the customer number is not a direct mail browser, the sales promotion controlling device sets the sales price to a direct mail recipient non-browser price, stores it as transaction information, and causes the POS register terminal device to output a receipt, and~~

~~wherein when a reply that is automatically generated once the customer browses the customer direct mail is received, and when the customer corresponding to the customer number is a direct mail browser, the sales promotion controlling device sets the sales price to a direct mail recipient browser price, stores it as transaction information, and causes the POS register terminal device to output a receipt.~~

a special benefit is offered only to a customer who collected the direct mail, and wherein it is determined that the direct mail was collected only when the customer had opened the direct mail and purchased commodities advertised therein during a designated period.

15. (Previously Presented) The method as set forth in claim 11, further comprising:

issuing the direct mail as an electronic mail with a direct mail open acknowledge message request option; and

determining whether or not the issued direct mail was browsed based on the direct mail open acknowledge message automatically returned from the recipient of the electronic mail when the recipient browsed the electronic mail.

16. (Canceled)

17. (Currently Amended) A record medium from which a computer reads a program, the program causing the computer to perform:

determining whether or not direct mail issued using online communicating means based on an Internet technology was browsed through a direct mail open acknowledge request option;

automatically controlling sales promotion activities for commodities advertised by the direct mail based on the determined result;

obtaining a customer number, a commodity code, and a transaction date from a POS register terminal device; and

referencing bargain information stored in a transaction information managing unit with a key of the obtained commodity code and determines whether or not commodities corresponding to the commodity code are promotion (bargain) commodities,

~~wherein when the commodities corresponding to the obtained commodity code are not the promotion commodities, a sales promotion controlling device sets the sales price to the regular price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~wherein when the commodities corresponding to the obtained commodity code are promotion commodities, the sales promotion controlling device inquires a customer master managing unit of a FSP server device with a key of the obtained customer number and determines whether the customer corresponding to the customer number is a direct mail recipient,~~

~~wherein when the customer corresponding to the customer code is not a direct mail recipient, the sales promotion controlling device sets the sales price to the regular promotion sales price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~wherein when the customer corresponding to the customer number is a direct mail recipient, a POS server device inquires a direct mail open information managing unit of the FSP server device with a key of the obtained customer number and determines whether or not the customer corresponding to the customer number is a direct mail recipient who browsed the direct mail,~~

~~wherein when the customer corresponding to the customer number is not a direct mail browser, the sales promotion controlling device sets the sales price to a direct mail recipient non-browser price, stores it as transaction information, and causes the POS register terminal device to output a receipt, and~~

~~wherein when a reply that is automatically generated once the customer browses the customer direct mail is received, and when the customer corresponding to the customer number is a direct mail browser, the sales promotion controlling device sets the sales price to a direct mail recipient browser price, stores it as transaction information, and causes the POS register terminal device to output a receipt.~~

a special benefit is offered only to a customer who collected the direct mail, and wherein it is determined that the direct mail was collected only when the customer had opened the direct mail and purchased commodities advertised therein during a designated period.

18. (Currently Amended) A record medium from which a computer reads a program, the program causing the computer to perform:

determining whether or not direct mail issued using online communicating means based on an Internet technology was browsed through a direct mail open acknowledge request option;

automatically controlling an assignment state of a benefit to a commodity purchasing activity by a recipient of the direct mail on a POS information managing system or an online shopping system based on the determined result;

obtaining a customer number, a commodity code, and a transaction date from a POS register terminal device; and

referencing bargain information stored in a transaction information managing unit with a key of the obtained commodity code and determines whether or not commodities corresponding to the commodity code are promotion (bargain) commodities,

~~wherein when the commodities corresponding to the obtained commodity code are not the promotion commodities, a sales promotion controlling device sets the sales price to the regular price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~wherein when the commodities corresponding to the obtained commodity code are promotion commodities, the sales promotion controlling device inquires a customer master managing unit of a FSP server device with a key of the obtained customer number and determines whether the customer corresponding to the customer number is a direct mail recipient,~~

~~wherein when the customer corresponding to the customer code is not a direct mail recipient, the sales promotion controlling device sets the sales price to the regular promotion sales price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~wherein when the customer corresponding to the customer number is a direct mail recipient, a POS server device inquires a direct mail open information managing~~

~~unit of the FSP server device with a key of the obtained customer number and determines whether or not the customer corresponding to the customer number is a direct mail recipient who browsed the direct mail,~~

~~wherein when the customer corresponding to the customer number is not a direct mail browser, the sales promotion controlling device sets the sales price to a direct mail recipient non-browser price, stores it as transaction information, and causes the POS register terminal device to output a receipt, and~~

~~wherein when a reply that is automatically generated once the customer browses the customer direct mail is received, and when the customer corresponding to the customer number is a direct mail browser, the sales promotion controlling device sets the sales price to a direct mail recipient browser price, stores it as transaction information, and causes the POS register terminal device to output a receipt.~~

a special benefit is offered only to a customer who collected the direct mail, and wherein it is determined that the direct mail was collected only when the customer had opened the direct mail and purchased commodities advertised therein during a designated period.

19. (Currently Amended) A record medium from which a computer reads a program, the program causing the computer to perform:

determining whether or not direct mail issued using online communicating means based on an Internet technology was browsed through a direct mail open acknowledge request option;

automatically analyzing an effect of the issuance of the direct mail based on the determined result and a transaction history of commodities on a POS information managing system or an online shopping system;

obtaining a customer number, a commodity code, and a transaction date from a POS register terminal device; and

referencing bargain information stored in a transaction information managing unit with a key of the obtained commodity code and determines whether or not commodities corresponding to the commodity code are promotion (bargain) commodities,

~~wherein when the commodities corresponding to the obtained commodity code are not the promotion commodities, a sales promotion controlling device sets the sales price to the regular price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~wherein when the commodities corresponding to the obtained commodity code are promotion commodities, the sales promotion controlling device inquires a customer master managing unit of a FSP server device with a key of the obtained customer number and determines whether the customer corresponding to the customer number is a direct mail recipient,~~

~~wherein when the customer corresponding to the customer code is not a direct mail recipient, the sales promotion controlling device sets the sales price to the regular promotion sales price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~wherein when the customer corresponding to the customer number is a direct mail recipient, a POS server device inquires a direct mail open information managing~~

~~unit of the FSP server device with a key of the obtained customer number and determines whether or not the customer corresponding to the customer number is a direct mail recipient who browsed the direct mail,~~

~~wherein when the customer corresponding to the customer number is not a direct mail browser, the sales promotion controlling device sets the sales price to a direct mail recipient non-browser price, stores it as transaction information, and causes the POS register terminal device to output a receipt, and~~

~~wherein when a reply that is automatically generated once the customer browses the customer direct mail is received, and when the customer corresponding to the customer number is a direct mail browser, the sales promotion controlling device sets the sales price to a direct mail recipient browser price, stores it as transaction information, and causes the POS register terminal device to output a receipt.~~

a special benefit is offered only to a customer who collected the direct mail, and wherein it is determined that the direct mail was collected only when the customer had opened the direct mail and purchased commodities advertised therein during a designated period.

20. (Currently Amended) A record medium from which a computer reads a program, the program causing the computer to perform:

determining whether or not direct mail issued using online communicating means based on an Internet technology was browsed through a direct mail open acknowledge request option;

automatically controlling an issuance state of the direct mail based on the determined result;

obtaining a customer number, a commodity code, and a transaction date from a POS register terminal device; and

referencing bargain information stored in a transaction information managing unit with a key of the obtained commodity code and determines whether or not commodities corresponding to the commodity code are promotion (bargain) commodities,

~~wherein when the commodities corresponding to the obtained commodity code are not the promotion commodities, a sales promotion controlling device sets the sales price to the regular price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~wherein when the commodities corresponding to the obtained commodity code are promotion commodities, the sales promotion controlling device inquires a customer master managing unit of a FSP server device with a key of the obtained customer number and determines whether the customer corresponding to the customer number is a direct mail recipient,~~

~~wherein when the customer corresponding to the customer code is not a direct mail recipient, the sales promotion controlling device sets the sales price to the regular promotion sales price, stores it as transaction information, and causes the POS register terminal device to output a receipt,~~

~~wherein when the customer corresponding to the customer number is a direct mail recipient, a POS server device inquires a direct mail open information managing unit of the FSP server device with a key of the obtained customer number and determines whether or not the customer corresponding to the customer number is a direct mail recipient who browsed the direct mail,~~

~~wherein when the customer corresponding to the customer number is not a direct mail browser, the sales promotion controlling device sets the sales price to a direct mail recipient non browser price, stores it as transaction information, and causes the POS register terminal device to output a receipt, and~~

~~wherein when a reply that is automatically generated once the customer browses the customer direct mail is received, and when the customer corresponding to the customer number is a direct mail browser, the sales promotion controlling device sets the sales price to a direct mail recipient browser price, stores it as transaction information, and causes the POS register terminal device to output a receipt.~~

a special benefit is offered only to a customer who collected the direct mail, and wherein it is determined that the direct mail was collected only when the customer had opened the direct mail and purchased commodities advertised therein during a designated period.